

Inc.

The new
magazine
for managers
of small
to mid-sized
companies

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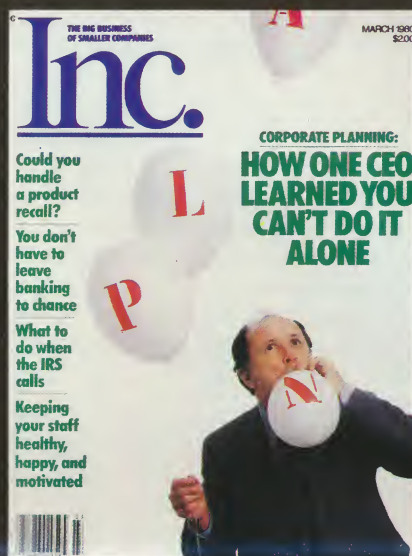
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Introducing...the bright new monthly for managers of small to mid-sized companies...geared to the needs and interests of executives who have to be experts in every aspect of running a business!



SPECIAL INTRODUCTORY OFFER

AT LAST—a business magazine that sees the world through the eyes of managers of smaller companies. A magazine designed specifically to help these executives deal with the complex problems of running a small to mid-sized business without getting stepped on by the behemoths, big government, big business and big labor. And to help them cash in on the opportunities for enormous growth and profit that so often are the payoff for making a smaller company work.

It's Inc., the lively, stimulating, fast-paced, authoritative magazine that provides the timely, reliable information you need to keep up with the developments that affect your business and your interests. But Inc.'s overriding priority is to give you working knowledge of specialized areas and by so doing, help you compensate for the fact that you can't summon forth bundles of cash or battalions of specialists to solve the problems you confront. If your situation requires you to be expert in virtually all phases of running a business, Inc. will be indispensable to you.

Our editorial people—skilled professionals who know how to recognize and dig out important stories and report them with style and clarity—came from the big-business press. But they share Inc.'s objectives:

- To provide practical "how to" information on all aspects of small company management, the kind of information you'd have to consult high-priced specialists—or sit through endless seminars—to acquire.

- To pass along the experiences of smaller company managers—and show how they solve problems, plan for growth, control and operate their companies and maximize profits.
- To search out, report and interpret events that affect small to mid-sized companies—events in government, the world, the financial community, labor, big business, the universities, wherever developments have implications for you and your business.
- To establish Inc. as a platform from which to fight against legislation and regulation that adversely affect smaller companies and to help restore the sort of climate that stimulates growth, frees capital and enables smaller companies to contribute more fully to society.

The result is a valuable new magazine that fills a real need—a need that up to now, has not been filled by the conventional big business media, whose concerns seldom extend to the problems and opportunities faced by smaller companies.

Preferred Subscription Offer

To judge Inc. for yourself, check out the Special Subscription offer explained on the back of this brochure. It's your chance to try out Inc. at a discount of 1/3 off the regular price and save \$6.

Lively, stimulating, authoritative... the first and only magazine designed specifically to help managers of smaller companies operate more effectively ...and profitably!



WHO DO YOU TURN TO WHEN YOU'RE THE BOSS?

Lack of experience made Joe Samonis' problems seem overwhelming. Then outside advisers helped him get a grip on his company.

By Bill Hendrickson

It's a tough job, being boss. But Joe Samonis, 38, president of the 100-employee Samonis Corporation, knows it. He's been in the position for three years, and he's learned a lot. One lesson: When you're the boss, you need to know when to ask for help. "I used to be a lone wolf," he says. "I'd try to do everything myself. But now I know that's not the way to run a company. You need to get outside advice. You need to know when to say 'I don't know' and when to say 'I need help'."

IDEAS YOU CAN USE

Don't rule out self-insurance. If you have a large enough business, you might want to consider self-insuring. This means you would set up a trust to pay for your own health and life insurance. It can be a good way to save money on premiums.

How to sort out the law-de's. When you're dealing with lawyers, it's important to know what you're getting into. Make sure you understand the terms of any agreement before you sign it.

Get facts on OBRA rules. The Omnibus Budget Reconciliation Act of 1986 has many provisions that affect small businesses. It's important to know what these rules mean for your company.

Shop for product liability rules. Product liability is a big issue for many businesses. It's important to know what the rules are and how to protect your company.

Guaranteed pension funds. If you have a pension plan, you might want to consider a guaranteed pension fund. This can help you make sure you have enough money to retire.

Get in the door by phone. If you're looking for new business, you might want to try calling people. This can be a good way to get in touch with potential customers.

Use NSF to get R&D money. The National Science Foundation has a program called NSF Small Business Technology Transfer. This can help you get money for research and development.

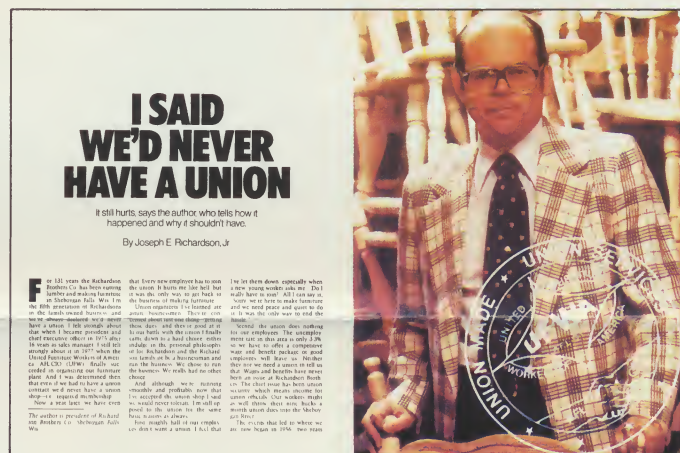
Maybe you should sell out. If you're thinking about selling your company, you might want to consider a few things. Make sure you know what you're getting into and that you're getting a good price.

Inc.

FUEL FOR ACTION, NOT JUST FOOD FOR THOUGHT

- How to attract the best people—without having to outbid your competitors
- 5 everyday decisions you shouldn't make without your accountant's help
- 7 ways to streamline inventory control
- Data vs. word processing—why you may need both, and how to tie them together
- Patent infringement: litigate or negotiate?
- Why a command of banker's lingo is important to your financial negotiations
- How to use market research to pinpoint sales and profits
- 8 simple ways to bring the cash in faster
- How to borrow from your pension—and pay yourself the interest!
- “How we turned a product recall into a successful new marketing thrust”
- Travel and entertainment: inoffensive procedures you can use to control spending
- Venture capital: who gets it, and why?
- How to fire someone successfully
- Bursting seams? How-to expansion advice for fast-growing companies
- How to allocate (and conserve) your scarcest resource—time
- Selling receivables for quick cash—4 basic methods
- “How we persuaded our bank to release pledged assets”
- Pricing new products—an expert's suggestions for homework
- The New Finance: think high-yield debt, not equity
- “How we went public but stayed private—and stayed happy”
- Computer security: procedures you can use now to protect your valuable information
- Which calls to make first when the bank calls your loan

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Business Law ... Tax Matters ... Forum ... Personal Finance ...
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FUEL FOR ACTION, NOT JUST FOOD FOR THOUGHT

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38 Commercial Wharf
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It's a tall order — running a smaller company like yours in a business economy dominated by giants. But now there's help you never had before. Now there's Inc. Magazine — to counsel you with expert advice and equip you with the management skills you need to show the most formidable giants and ferocious competitors who they're really up against.

You're invited to start your trial subscription to Inc. Magazine now at a special privileged price. ~~Enjoy an immediate 50% savings off the single-copy rate.~~ Benefit from an unusual money-back guarantee, too.

Dear Fearless Leader:

Congratulations! You have the combination of talent, determination, shrewdness, and sheer courage that it takes to run a smaller company in today's big-business dominated economy. A less spirited soul than you might prefer the safety and security (and attendant boredom) of working for a larger company.

But — wouldn't it be good if you could breathe just a bit easier? Worry a little less about dealing with all the ins and outs of finance, marketing, personnel, legal and regulatory matters — and concentrate more on building your company's strengths . . . outmaneuvering the competition . . . planning your strategy for continued growth and profitability.

Good news! Now Inc. Magazine is here to help you cope more effectively and more certainly with all the questions and complexities of running a company the size of yours. It's the first major business magazine to recognize what a tall order it is to manage a smaller company . . . and to fully equip you to get the job done.

To get our job done, we've enlisted the talents of some of the nation's keenest, most knowledgeable and experienced business journalists — plus a roster of the country's top consultants to management, and business specialists.

Inc. is sharply written. Solidly researched. Brilliantly edited. Boldly designed. Alive with color and printed on quality paper. Yet for all this, the next twelve monthly issues are yours for a mere \$12!

Why a magazine like Inc.?

Quite simply, the other major business magazines aren't geared to

(over, please)

give you the "how-to" ideas and the "hands-on" information that you need to do an even better job of running a small to medium-sized company.

What Inc. does for you is pull all the pieces together. Inc. covers all the various management areas you get involved with — and among which you must strike a balance.

The Chairman of ITT doesn't need a magazine like Inc. He doesn't delve into the nitty-gritty of sales, research, purchasing and personnel the way you might have to. The 47 vice-presidents of General Motors don't need Inc. They don't divide their time among finance, production, community relations, marketing, inventory control, cash management, plant security...

Unfortunately, with all your responsibilities, you can't push a button the way they can to summon an army of experts to bail you out. You don't have the troops. Nor can you keep a retinue of high-priced consultants on retainer. And, generally, you don't have access to the caliber of legal, financial, marketing, and other services that larger companies take for granted.

The burden of getting things done rests squarely on your shoulders. You can't pass the buck — and you're not the type who would if he could. But you can — and you should — consider letting Inc. lift some of the load from your shoulders.

Of all the major business magazines, Inc. and Inc. alone would give you even an inkling of...

- how to unlock your company's hidden cash — dollars tied up in receivables, inventories, owned assets
- how to get what you pay for when you hire consultants
- what you can do now to reduce energy use
- relocating your company... what local governments can do for you in the way of tax abatements and other incentives
- why Uncle Sam is so eager to get you to export... and how to get him to help you
- what a word processor can do for your paperwork
- how to go public but stay private (by selling public debt)
- how to buy your first computer... and whether to buy your first computer (many firms which think they need one don't)
- how to put the brakes on runaway car expenses
- how to protect trade secrets before an employee leaves
- new sophisticated electronic devices that can slash your bill with Ma Bell by up to 40%
- acquisitions: twelve signs that an owner may be ready to sell
- two big ways to benefit from falling asset values on your balance sheet

- how to borrow funds at below-prime for installing pollution control equipment
- how not to ask a banker for a loan . . . and how to ask again
- how new tax laws make it more attractive to renovate an old factory rather than building from scratch
- what you should ask yourself before you take on another entrepreneur as a partner

Inc. can show you what to do when things get tough: When a giant invades your territory with lower prices. When you have to go back to your backers and explain why you need more cash. When another company infringes on your patents. When a union organizer shows up at the front door. And the OSHA inspector arrives at the back. When a key customer won't — or can't — pay on time. When someone you don't like tries to buy your company.

With Inc., you can take on the giants head-on . . . and win. Line up sources of fresh capital — before you need the cash. Attract the best brains to your company — without outbidding the competition. Keep your staff healthy, happy, and motivated. Get your suppliers to carry some of the inventory burden for you. Get help from OSHA — without fear of penalty.

The editorial thrust of Inc. is unique. Instead of painting the broad management picture for those who run large corporations, Inc. zeroes in on the shirt-sleeve specifics of running a company the size of yours!

Thinking about going public? Get an investment banker's advice on choosing the underwriter best suited to your company and the offering you want to make.

Need to increase the productivity of your plant? Listen as a leading management consultant details his back-to-basics method for spotting the causes of a productivity decline.

Are you in a bind about how to reward merit when inflation is pushing cost of living raises so high? Learn how the president of a \$3.5 million Seattle firm approaches the problem.

This is the kind of help you get every month with Inc.! And with all this, Inc. does something else you'll appreciate. Inc. takes you around and introduces you to some of the savviest small company entrepreneurs in America today. In the pages of Inc., you meet people like:

Mike Markkula, 36-year-old chairman of Apple Computer. It wasn't enough to come up with a product breakthrough, (in personal computers). He had to run his company like a \$100 million operation right from the start. Jack Barry, whose marketing wizardry lubricated sales of WD-40 by 1600% in just ten years. His strategy was to diversify the uses of the product, not the product itself. Peter Sprague, who's rushed in — to National Semiconductor, Advent, Aston Martin — where others feared to tread. What he apparently

does is make trouble for himself, then see how he can find his way out of it.

You meet a CEO who survived bankruptcy without liquidating his company. His advice: Talk candidly to your creditors long before receivership becomes a possibility. The president of a commercial and industrial hose manufacturing firm who found that independent management can thrive where even a conglomerate lost money. A CEO whose company was thrown into disarray by explosive growth. Now he knows that effective planning demands teamwork.

As you meet these entrepreneurs and read about their experiences, their successes, and their mistakes, you learn a lot about your own business. What you're doing right. What you may be doing wrong. What you might consider doing next.

Our trial offer.

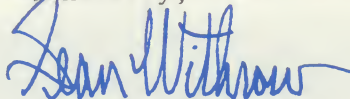
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Circulation Director

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